PHILIP MORRIS U.S.A.
Club Benson & Hedges
Benson & Hedges Blues & Rythm
Parliament Party Zone

TO: Heather Forsythe

COMPANY:

FAX NUMBER:

FROM: Yvette Robinson

NUMBER OF PAGES (INCLUDING THIS PAGE): 2

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COMMENTS:

The Figure for Club B & H Bar program is between 40,000 & ~~45~~,000 for Name Generation - This is the "marlboro" format from Phoenix. MKTG. I'm not sure there is one for B+H.

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Maria Medina (212) 878-2057 Phoenix does not have B & H form.
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Source: https://www.industrydocuments.ucsf.edu/docs/zygm0004